UWF 50th Anniversary

- Brand Platform
- Capital Campaign
- Signature Initiatives
From breaking ground to ground-breaking research
From 1,200 students to 12,000+
From growing pines (in the wild) to growing minds (on a state-of-the-art) campus

1967

2017
1967

From a graduating class of 58 to a worldwide alumni network of 78,000+

2017
From zero to $1.47$ billion in economic impact
About UMC

University Marketing and Communications is the primary communications and marketing department for the University of West Florida.

**University Marketing and Communications:**

- Enhances and protects the institution’s reputation
- Advances and strengthens the University’s visibility and brand
- Reinforces the University’s relevance in the lives of key target audiences.
University of West Florida

University Marketing and Communications Priorities
UNIVERSITY of WEST FLORIDA

Brand Platform
Brand Platform: Goals

The University of West Florida strives to:

- Build its status, both in Florida and beyond
- Become a first-choice university, vis a vis recruitment
- Use the 50th celebration to reconnect with alumni and kick off football
- Establish a brand that is transformational for both UWF and Northwest Florida

Bottom line: *Generate excitement about UWF!*
Due Diligence
“Branding” is another word for integrity. UWF’s brand should reflect the University of West Florida’s deepest truth.
THE BRAND
UWF Brand Elements

**Brand essence:** The transformational energy cycle

**Brand promise:** To make waves around the world

**Brand values:** Innovation, collaboration, optimism, persistence

**Brand persona:** Confident, creative, innovative, entrepreneurial

**Brand strategy:** To make UWF synonymous with “the forward-thinking, innovative side of Florida”
UNIVERSITY of WEST FLORIDA

Brand Statement
At the University of West Florida,
At the University of West Florida, we see change and rush forward.
Because we see change
Because we see change as inspirational:
Because we see change as inspirational: A source of ideas and insights,
Because we see change as inspirational: A source of ideas and insights, startups and breakthroughs,
Because we see change as inspirational: A source of ideas and insights, startups and breakthroughs, innovation and collaboration.
We see change coming, faster than ever, and we’re ready for it.
We see change coming, faster than ever, and we’re ready for it. Because we’re leading it.
What is sea change?
A profound transformation.
A major leap forward.
A total shake up.
We see change and feel fearless.

UNIVERSITY of WEST FLORIDA | sea change
We see change and embrace it.
We see history in the making.
We see a world of opportunity.
Change the way you see everything.

Somehow we’ve come to believe that change is threatening. Truth is, change is exhilarating. Fifty years ago, the University of West Florida was a very different place. So was Northwest Florida. Together, we’ve grown. A lot. Today, UWF leads ground-breaking research. The kind that changes lives, helps small businesses thrive, and unlocks the power of people. Transformation starts here.

sea change
UNIVERSITY OF WEST FLORIDA
We see you changing the world.

Our graduates are NASA astronauts, business and community leaders, thought innovators. They go to work for Pulitzer Prize-winning newspapers, Fortune 500 companies, and non-profits making big splashes.

What's your sea change?

UNIVERSITY of WEST FLORIDA | sea change
I see a world with cleaner oceans

**Let’s make it happen.** Senior Rachel Richardson led cleanup dives to remove more than 300 pounds of trash from Pensacola waters. At the University of West Florida, our students and professors see beyond the impossible, improbable and unthinkable. A strong current of change flows through us. And we're using it to make a difference anywhere we see untapped possibility.

*UNIVERSITY of WEST FLORIDA | sea change*
What is sea change? A profound transformation. A major leap forward. A total shake up. At UWF #WeSeaChange because we’re leading it.

Dr. Asmuth is making waves with his brain sensor technology. He’s fusing science and art to change the world one mind at a time. #WeSeaChange
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Graphic Identity
UWF Logos with Tagline
UWF Color Palette

**Primary**
- **UWF Blue**
  - PANTONE: 2945C
  - C:100 M:53 Y:2 K:16
  - R:0 G:76 B:151
  - HEX:004C97

- **UWF Green**
  - PANTONE: 356C
  - C:91 M:4 Y:100 K:25
  - R:0 G:122 B:51
  - HEX:007A33

**Secondary**
- **Nautilus Blue**
  - PANTONE: 2925C
  - C:85 M:21 Y:0 K:0
  - R:0 G:156 B:222
  - HEX:009CDE

- **Cannon Green**
  - PANTONE: 361C
  - C:77 M:0 Y:100 K:0
  - R:67 G:176 B:42
  - HEX:43B02A

- **Luna Blue**
  - PANTONE: 2905C
  - C:45 M:1 Y:0 K:1
  - R:141 G:200 B:232
  - HEX:8DC8E8

- **Spring Green**
  - PANTONE: 375C
  - C:46 M:0 Y:90 K:0
  - R:151 G:210 B:0
  - HEX:97D200

**Armadillo Grey**
- K: 60
- For Sea Change
- Body Copy
The UWF Brand Portal serves as a resource to ensure a consistent brand identity in alignment with the University’s visual strategy and editorial style. This valuable resource provides any UWF communicator with the tools necessary for cohesive and properly branded communications, including digital and creative assets, graphic standards, and approved templates.

Letter from the Vice President:
Additions

- About the Brand
- Brand Messaging
- Graphic Elements
- Logo Signatures
- Promotional Item Guidance
Updates

- Institutional Logo
- Color Palette
- Photography Guidance
- Typography
- Wallpapers
- Templates
- Social Media
Templates
UNIVERSITY of WEST FLORIDA

50th Anniversary Marketing
Fifty years ago, this was just a pine forest.

Today, it’s a brain trust.
Fifty years ago was just the beginning.

Here's to the next 50 years of creation, innovation, and transformation.
Signature Initiatives
Initiatives

- UWF Football
- UWF Historic Trust Interpretive Master Plan
- 50th Anniversary *Connection Magazine*
- 50th Anniversary Book
- 50th Anniversary Video
- 50th Anniversary Marketing and Communication Materials
- 50 Years of Firsts
- 50 Years of UWF Traveling Exhibit
- Alumni Story Collection
- Alumni Advocates Program
Events

- Blue and Green Kickoff
- Argonaut 5K 50th Run/Walk
- UWF National Countdown Week and Series of Events
- Homecoming 2017
- Capital Campaign Gala
Capital Campaign
Capital Campaign

• Public Phase Launch in November
Next Steps
Brand Platform Phase I: Internal Launch

Aug. 29, 2016
Brand Platform Phase II: Official Public Launch

Sept. 19, 2016
Brand Platform Phase III: 50th Anniversary Campaign

November 2016
UNIVERSITY of WEST FLORIDA

50th Anniversary Planning Committee
Dr. Judith Bense, President
Dr. Martha Saunders, Provost and Executive Vice President
Dr. Kevin Bailey, Vice President of Student Affairs
Dr. Steve Cunningham, Vice President, Finance and Administration
Dr. Brendan Kelly, Vice President of University Advancement
Megan Gonzalez, Executive Director, University Marketing and Communications
Kenda Hembrough, Past Assistant Director of Development, Alumni Relations
Tori Fish, Major Gift Officer
Brittany Boyd, Assistant Director, University Marketing and Communications
Lauren Smith, Assistant Director of Digital Media, University Marketing and Communications
Kelsey Haupt, Past Alumni Relations Coordinator, Alumni Relations
Eryka Wallace, Assistant to the Dean, University College
Matthew Schwartz, Chair, Earth and Environmental Sciences
Pola Young, Creative Director, University Marketing and Communications
Julie Young, Past Development Coordinator, Alumni Relations
Bob Dugan, Dean of Libraries
Wanda Edwards, Chief Curator, UWF Historic Trust
Dr. Chris Fenner, Assistant Professor, Communication Arts
Jennifer Peck, Art Director, University Marketing and Communications
Trish Allison, Member Services and Community Engagement Director, WUWF
Jerre Brisky, Director, Center for Fine and Performing Arts
Jay Massey, Past Director, Web Services, University Marketing and Communications
Matt Rowley, Assistant Director of University Communications
Lauren Loeffler, Director, Career Services
Ben Stubbs, Associate Director of Student Involvement
Robin Zimmern, Associate Dean, Student Affairs
Dr. Jim Hurd, Senior Associate Vice President, Student Affairs
Alesia Ross, Past Coordinator, Alumni Program and Services, Alumni Relations
John Markowitz, Program Director of Art
Dr. Kimberly McCorkle, Associate Dean, College of Education and Professional Studies
Rick Scott, Lecturer, Department of Communication Arts
Dr. Eman El-Sheikh, Interim Director, Center for Cybersecurity, College of Science and Engineering
Dr. Greg Tomso, Chair, Department of English
Dr. Scott Keller, Distinguished Professor, Department of Marketing and Economics
Patrice Moorer, Assistant Dean, College of Science and Engineering
Patricia Barlow, Administrative Specialist, Office of the Vice President of University Advancement
Missy Grace, Director, Alumni Relations

James Hosman, University of West Florida Alumnus
Harriet Wyer, University of West Florida Alumna
Butch Seabrook, Jr., Past President of the Retired Employees Association
Meredith Wolf, Donor Relations Coordinator, Office of Development
Sheyna Marcey, Director of Education, UWF Historic Trust
Dr. Jocelyn Evans, Associate Dean, College of Arts, Social Sciences and Humanities
Brandy Gottlieb, Communications Coordinator, College of Arts, Social Sciences and Humanities
Pat Crawford, Executive Director, WUWF

Dr. Kim LeDuff, Chief Diversity Officer & Associate Vice Provost
Sherry Hartnett, Director, Executive Mentor Program, College of Business
Brett Berg, Associate Director for Development for Athletics, Office of Development
Melissa Wolter, Head Volleyball Coach
Stephanie Yelton, Head Women’s Basketball Coach
Dave Scott, Athletic Director
Dr. Pat Wentz, Interim Chairperson Research and Advanced Studies
Eddie Rodgers, Associate Director, Office of the Registrar
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50th Anniversary